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The Third International Conference on Multicultural Discourses

August 27-29, 2010, Hangzhou, China

International Conference on Multicultural Discourses (3rd: 27-29 August 2010: Hangzhou, China)

1. Expressing emotions overtly? Focus on Malaysians, by Wong Ngan Ling, Kuang Ching Hei and Maya Khemlani David.
2. Where Malay politeness is not apparent: a study of front counter staff interactions in Malaysian public hospitals, by Kuang Ching Hei, Lau Su Kia, Ang Pei Soo and Maya Khemlani David.

Perpustakaan Universiti Malaya



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The Programme

August 27 th		
Locations	Grand Conference Hall, Hua Bei Hotel	
9:00-9:30	Opening ceremony (Welcome Speeches by Chancellor & Dean; Opening speech by Prof Kwesi Kwaa Prah)	
9:30-10:00	Group photo & tea and coffee	
Plenary Speeches (alphabetically ordered)		
10:10-10:35	Angermueller, Johannes	Heterogeneous Knowledge. Trends in German discourse analysis
10:35-11:00	Bang, Jørgen Christian & Døør, Jørgen	The Dialogue of Co-Existence, Solidarity and Sustainability
11:00-11:25	Brandist, Craig	"Orientalism" as an ideological battleground: lessons from Revolutionary Russia
11:25-11:50	Coracini, Maria José	Homeless Brazilian migrants: discourse and multicultural identity
11:50-12:10	Discussion	
12:10-13:30	Lunch(Buffet): Hua Bei Hotel	
13:30-13:55	Ergül, Hakan, Gökalp, Emre&Cangöz, Incilay	The poor & the media in Turkey: Looking at each other
13:55-14:20	Liddicoat, Tony	Language-in-Education Policies as Multicultural Discourses
14:20-14:45	Mutasa, Davie E.	African Languages in the 21st Century: the main challenges
14:45-15:10	Prah, Kwesi Kwaa	Diversity and Unity in African Languages: The CASAS Experience
15:10-15:30	Discussion	
15:30-15:45	Coffee Break	
15:45-16:10	Romero-Trillo, Jesus	“By Word of Mouth...and Eye”: Media discourse and conflict escalation in India and Pakistan
16:10-16:35	Shi-xu	Urban Development and Discourse: Researching the public communication of city development of Hangzhou
16:35-17:00	Tinio, Maria Teresa	Exceptionalism and Its Foil: American Colonial Discourse on the English Language in the Philippines
17:00-17:25	Verschueren, Jef	Pragmatic Steps to an Ecology of the Public Sphere
17:25-17:50	Wang, Ning	(Re)Constructing Chinese Cultural and Theoretic Discourse in the Glocalized Postcolonial Context

17:50-18:10	Discussion
18:40-	Dinner: Mountain beyond Mountain Restaurant

August 28th					
7:50	Pick-up at Hua Bei Hotel to Zinjingang Campus, Zhejiang University				
Locations	East blk-6:301	East blk-6:302	East blk-6:303	East blk-6:304	East blk-6:305
Themes	Intercultural Relations and Power	Pedagogical Issues	Issues of Gender & Ethnicity	Issues of Media & Politics	Chinese Issues
8:30-8:50	Hei, Kuang Ching & David, Maya Khemlani & Soo, Ang Pei & Kia, Lau Su	Yang, Jiayou	Strunck, Jeanne & Lassen, Inger	Rajandran, Kumaran	Liu, Hongyan
8:50-9:10	Wu, Wenying & Zhou, Hongling	Yang, Hui-Qiong	Liu, Xi	Amey, Patrick	Cao, Qing
9:10-9:30	Holmgreen, Lise-Lotte	Paredes-Canilao, Narcisa	David, Maya Khemlani	You, Zeshun	Liao, Meizhen
9:30-9:50	Thibault, Paul J.	Straub, Jürgen	Lee, Pei-Ling	Sonia, Obanua Ada	Li, Juan
9:50-10:10	Yang, Ping	Cai, Yongliang	Han, Jiuquan	Liang, Xiaobo	Yu, Xuying
10:10-10:30	Daniushina, Yulia	Chen, Zheng	Yin, Siyuan & Zhang, Qianqian	Leppänen, Sirpa	Sun, Yongmei
10:30-10:45	Coffee Break				
10:45-11:05	Steyn, Melissa	Feizollahi, Ali	Porsché, Yannik	Timchenko, Victoria	Xu, Yingchun
11:05-11:25	Lehtonen, Sanna	GU, Yueguo	Lappalainen, Niina	Xin, Bin	Chen, Lijiang
11:25-11:45	Chen, Weiwei	Wilkinson, Louise	Liang, Ying	Ling, Wong Ngan, Hei, Kuang Ching & David, Maya Khemlani	Chen, Qin
11:45-12:05	Chen, Xian	Vukovich, Daniel F.	Otani, Junko	Chen, Juan	Gao, Jian

12:05-12:25	Schreiter, Anne	Hu, Meixin	Kay, Rosa Marina	Verdoolaege, Annelies	Jiang, Keyin
12:25-13:30	Lunch				
Themes	Intercultural Relations and Power	Discourse Theory and Methods	Issues of Gender & Ethnicity	Issues of Media & Politics	Chinese Issues
13:30-13:50	Della Faille, Dimitri	Park, Haesoon	Tindaan, Ruth	Sheveleva, Alla Ivanovna	Tian, Hailong
13:50-14:10	Kapeliuk, Olga	Liu, Bing	Teixeira Silva, Roberval	Mininni, Giuseppe & Manuti, Amelia	Zhao, Peng
14:10-14:30	García Agustín, Óscar	Pshenichnikova, Anna	Ao, Yumin	Unuchek, Ekaterina S.	Zhang, Yiwen
14:30-14:50	Jia, Yongfang	Smerdov, Igor	Wu, Doreen D.& Chung, Agatha	Shabana, Ihab A.	Zhan, Yuelan
14:50-15:10	Jiang, Wangqi	HUO, Hong	Henry, David	Campbell, Elaine	Qiu, Yunlong
15:10-15:30	Hu, Tingting	Yang, Liu	Du Bois, Inke	Shunnaq, Abdullah Talal	Liang, Haiyan
15:30-15:50	Lahteenmaki, Mika	Maciel, Ruberval Franco	Yun, Hong	Menezes de Souza, Lynn Mario	Lam, Melissa
15:50-16:10	Akhtar, Nadeem	Batista Silva, Simone	Masourni, Hosna	Hossain, Md. Motaher	Wang, Zhenhua
16:10-16:25	Coffee Break				
16:25-16:45	Saboy, Scott Magkachi	Mor, Walkyria Monte	VII, Monika	Boukovskaya, Larissa	
16:45-17:05	Wang, Tao	Xiong, Tao		Hamli, Mohsen	
17:05-17:25	Banda, Felix	Zinovieva, Avgustina		Zaichikova, Natalia	
17:25-17:45	Feng, Dongning	Sadeghi, Bahador		Alpatova, Svetlana Denisovna	
17:45-18:05		Ferraz, Daniel		Bird, Daniel	
18:10-20:00	Dinner at Prince Restaurant				
20:00-	Yue Opera at Linshui Theatre				
	Pick-up at the gate of the theatre to be bussed to Hua Bei Hotel				

August 29 th	
Locations	Grand Conference Hall, Hua Bei Hotel
9:00-10:30	Open session (Chair: Shi-xu)
10:30-10:50	<i>Coffee Break</i>
10:50-11:20	Closing ceremony (Concluding remarks by Conference Chair Shi-xu, Closing speech by Prof Yin Qiping)
11:20-12:20	Lunch: Hong Ni Restaurant
12:20-	Tour around the Westlake

28th Aug.

Parallel Presentation Session

East blk-6:304

Expressing Emotions Overtly? Focus on Malaysians

Wong, Ngan Ling, Hei, Kuang Ching & David, Maya Khemlani

University of Malaya

Malaysia

In face-to-face communication emotions can be expressed verbally and non-verbally. Whether to express specific emotions explicitly or to conceal them is very much dependent on the circumstances (public or private), the interlocutor or cultural rules that one is brought up. According to Andersen and Guerrero, 1998, in many cases, emotional expressions function as forms of interpersonal communication rather than expressions of internal feeling. In fact unintentional non-verbal expression of emotions such as silence can send a message to the interlocutor and generate communicative expressions with either positive or negative outcomes during an interaction. The focus of this study is the possible link between culture and communication of emotional states during interpersonal communication, and how people express their emotions in multicultural and multiethnic Malaysia. Using a self administered questionnaire with 661 respondents - 228 Malays, 326 Chinese and 101 Indians (6 missing value) this paper presents findings that will show the emotional context in which Malaysians observe silence or choose to talk. Two situations, namely, when alone and when in the presence of someone, are set to determine 1) the most frequent mode of communication (silence, action or talk) used by the three dominant ethnic groups in Malaysia while experiencing the emotions of anger, sadness, discontentment, fear and happiness. From the findings, it appears that the three dominant ethnic groups in Malaysia prefer to observe silence when they experience anger, sadness and fear. Malaysians seem to prefer sharing only certain emotions and these will be discussed.

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! - the change of writing system

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Hangzhou, China
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Expressing Emotions Overtly? FOCUS ON MALAYSIANS

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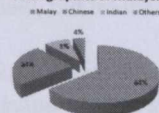


The social historical background of Malaysia

- Malaysia is a multiethnic, multicultural, and multilingual society.
- There are three dominant ethnic groups live in Malaysia, namely Malays, Chinese and Indians.



Demographics of Malaysia



The social-cultural background of Malaysia-cont'd

- Malay language is our national language.
- English Language is an important official & second language. It is widely spoken in the town and cities across the country.
- Tamil is widespread within the Indian community, while
- The Chinese Malaysians speak a total of more than six dialects (Mandarin, Cantonese, Hokkien, Hakka, Hainam, Fuchu and etc)

Question: Malaysians

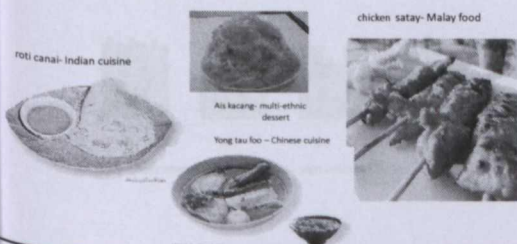
The three dominant ethnic groups: Malays, Chinese, Indians

Other ethnic groups



The social-cultural background of Malaysia-cont'd

- Malaysian cuisine reflects the multicultural aspects of Malaysia and many dishes are derived from multiple ethnic influences. To an extent, it is said that multiethnic food is our universal language.



The focus of this study

- 1) What is Malaysians' most preferred mode in expressing the five emotions (anger, sadness, discontented, fear, and happiness)
 - silence?
 - action?
 - spoken words?
 - written words?
- 2) To whom Malaysians talk to first when they are emotionally depressed?
- 3) Which ethnic group is most vocal in expressing emotions?

Previous studies on emotions

- Emotion has been viewed as one of the essential aspects of communication and social processes (Andersen and Guerrero, 1998)
- During interaction, emotions are expressed continuously, verbally (e.g. praising someone first before criticizing) and nonverbally (concealing feelings instead of showing them or becoming wordless using self-control or suppression)
- In large measure, culture affects the display and recognition of emotion by specifying how, when, in what social context and by whom emotion is being displayed and recognized. (Porter and Samovar, 1998)

Previous studies on emotion- cont'd

- It is through a process of socialization people learn to communicate their emotions, either through *expressing* or *inhibiting* them.
- For instance, anger may be displayed and on the sports field, but inhibited in the classroom or at work.
- Private displays of affection and love are often considered inappropriate in *public* but appropriate and acceptable in *private*.

Data collection

- Method: questionnaire survey
- Samples:
 - 661 Malaysians (228Malays, 326Chinese and 101Indians).

Details of respondents:

Ethnicity	Male	Female	total
Malays	83	145	228 (34.8%)
Chinese	96	230	326 (49.8%)
Indians	20	82	101 (15.4%)
Total	199 (30.4%)	456 (69.4%)	655 (6 missing value)

Question:

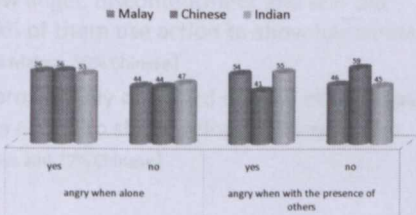
When you have something to say while experiencing the following emotions:

- anger
- sadness
- discontentment
- fear
- happiness

1. what do you do when you are alone?
2. What do you do when you are with the presence of others?
 - a. Silence (keep quiet)
 - b. Action (smile, cry, throw something, jumping around, etc)
 - c. spoken words (say it out)
 - d. written words (send sms through mobile phone, letter, email, etc.)

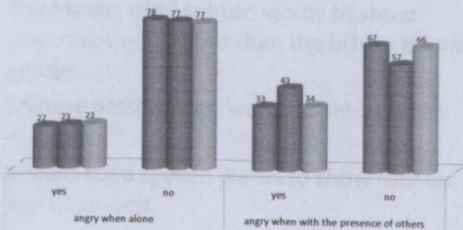
Angry: silence?

Angry when alone/with the presence of others silence or not (%)

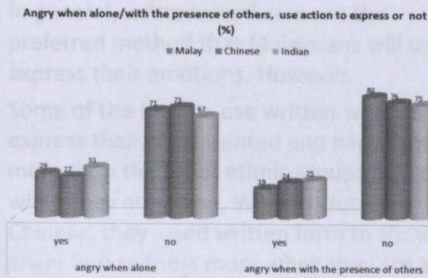


Angry: say it out?

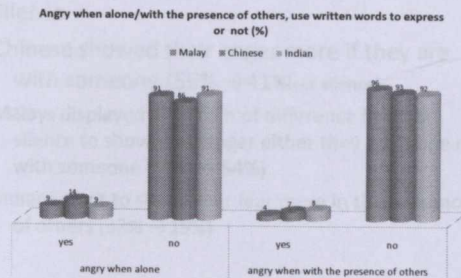
Angry when alone/with the presence of others, use spoken or not (%)



Angry: use action to express?



Angry: use written words to express?



How anger is expressed - summary

Malayasians

- ±50% use silence to express anger
- ±35% use spoken
- ±30% use action
- <10% use written words

Chinese use spoken words to express anger more than the other two ethnic groups.

When *silence* is used to show emotion in the presence of others? - summary

Comparison among the 3 ethnic groups:

- Malay use silence to show – anger and fear
- Chinese use silence to show – sadness
- Indians use silence to show – anger and happiness

Only a quarter (27%) of all the three ethnic groups used silence to show discontentment and < 4% of the Chinese and Malays show happiness in silence. In the presence of others, when they are happy 11% of the Indians keep quiet more than the other ethnic groups.

When action is used to show emotion in the presence of others - summary

- Overall <25% of Malaysians use action to show anger, discontentment and fear but >50% of them use action to show happiness (56% Malays, 59% Chinese)
- Approximately one third of each ethnic group uses action to show sadness (35% Indians, 34% Malays and 29% Chinese)

When *spoken words* are used to show emotion in the presence of others- summary

Comparison:

- The Malays used spoken words to show discontentment more than the others ethnic groups.
- Chinese used spoken words to show anger and fear.
- Indians used spoken words to show sadness and happiness.

When written words are used to show emotion in the presence of others- summary

- In general, written words are not the preferred method that Malaysians will use to express their emotions. However,
- Some of the Indians use written words to express their discontented and happy feeling more than the other ethnic groups, particularly when they are alone. Whereas for the Chinese, they used written form to show anger and sadness more when they are alone.

Any differences in expressing emotions when alone compared to when in the presence of others?

Silence

Chinese showed their anger more if they are with someone (56% → 41% less silence)

Malays displayed not much of difference in using silence to show their anger either they are alone or with someone (56% → 54%)

Indians want to share their fear more in the presence of others (32% → 19%)

Any differences in expressing emotions when alone compared to when in the presence of others?

Action

In the presence of others, Malays shared their discontentment more (27% → 19%), anger (29% → 19%)

Chinese are quite consistence in using action to show the five emotions.

Indians used action to show their happiness more with the presence of others (40% → 51%)

Any differences in expressing emotions when alone compared to when in the presence of others? -cont'd

Spoken words

In the presence of others, Malaysians usually shared the five emotions using spoken words

Chinese used spoken words to show

anger (23% → 43%)

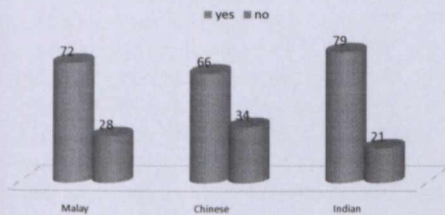
sadness (18% → 33%)

In the presence of others, Chinese and Malays shared their fear more, (26% → 45%), (33% → 52%) respectively.

Indians are quite consistence (55% → 54%) in using spoken words to show their emotions regardless of the situations when they are alone or in the presence of others.

Question: Whom do you talk to first when you are emotionally depressed?"

When you are emotionally depressed- talk it out? (%)



Conclusions

- Overall, it appears that Malaysians prefer talking as a communication mode rather than observing silence in expressing emotions.
- In expressing emotions, Malaysians become more vocal in the presence of others.
- Of the three dominant ethnic groups, our Malaysian Indian friends are the most loquacious, preferring to discuss their emotions with others.

Thank you



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